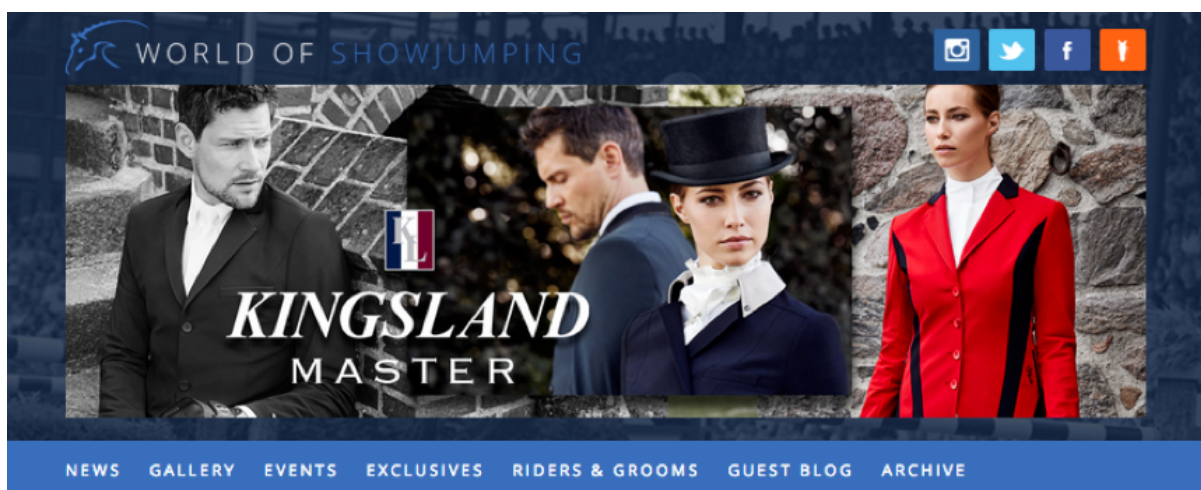




# ADVERTISING KIT 2017



**Head banners - €850 per month // €300 per week**



- The four head banner spaces are located on top of the website, and rotate with each other - all with the same importance degree. The head banner spaces run through the internal pages of the site and is the only banner to also run on the blog section and the event calendar.
- All banners must come in a jpeg.file (static), and in the four different sizes given in the banner chart below.

Screen type	Large screen >1200 px	Normal screen 980-1199 px	Tablet screen 768-979 px	Mobile screen >767 px
Banner size	1170 x 360 px	940 x 290 px	724 x 222 px	280 x 86 px

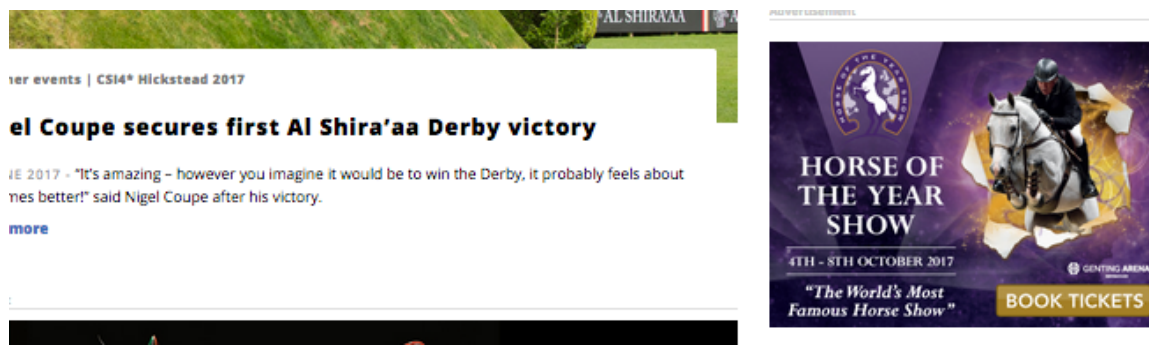
**Large banners - €650 or €550 per month // €200 or €160 per week**



- There are two sets of large banner spaces. On the home page, one is located below article no. two and one is located below article no. four. The large banner spaces also run through the internal pages of the site, but are not visible in the blog section or the event calendar.
- Both large banners have space for four rotating banners, all with the same importance degree.
- All banners must come in a jpeg.file (static), and in the four different sizes given in the banner chart below.

Screen type	Large screen >1200 px	Normal screen 980-1199 px	Tablet screen 768-979 px	Mobile screen >767 px
Banner size	770 x 160 px	620 x 130 px	476 x 100 px	280 x 60 px

### **Square banners - €425 or €375 per month // €120 or €100 per week**



- There are two sets of square banner spaces; One set on the right-hand side, and one set on the bottom - both on the home page of the website. The square banners run through the internal pages of the site, but are not visible in the blog section or the event calendar. When using the mobile version, the right-hand side- and the bottom square banners all rotate with equal visibility.
- On the right-hand side of the *home page* there are space for a total of eighteen rotating banners showing six at the time and at the bottom there is space for six rotating banners showing two at the time, all with the same importance degree.
- On the *mobile version* there are ten square banners rotating and on the *internal pages* the number of visible square banners is eight.
- All banners must come in a jpeg.file (static), and in the four different sizes given in the banner chart below.

Screen type	Large screen >1200 px	Normal screen 980-1199 px	Tablet screen 768-979 px	Mobile screen >767 px
Banner size	370 x 270 px	300 x 220 px	228 x 170 px	280 x 60 px

## **Advertorials - €300/€400**

Commercial texts published as an article. Text (in English), photos in high resolution and videos must be supplied by the customer.

The price €300 includes a post with link to the article on Facebook. We also offer to place a post on Instagram, the total price is then €400.

## **Posts on Facebook or Instagram - €200/per post**

Photos and/or text (maximum 100 words) must be provided by the customer.

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## **Key numbers**

### **Key visitor numbers**

The average monthly numbers for 2017 show\*

- ☐ **470 000 page views**
- ☐ **265 000 sessions (visits)**
- ☐ **70 000 users (Unique visitors)**
  
- ☐ **56.000 followers on Facebook**
- ☐ **58.000 followers on Instagram**

### **Global reach**

During the first six months of 2017 readers from more than 200 countries have visited WoSJ.

The ten countries that visited us most frequently were:

1) US 2) UK 3) GER 4) NED 5) BEL 6) SWE 7) IRL 8) ITA 9) SUI 10) FRA

### **\*Term explanation from google analytics:**

**Sessions:** Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session. Sessions equals what before was named Visits.

**Users:** Users that have had at least one session within the selected date range. Includes both new and returning users. Users equals what before was named Unique Visitors.

**Pageviews:** Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

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*Until we receive all necessary company details, a booking confirmation cannot be issued and the banner space is held open to other interested advertisers.*